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What is claimed is:

1. A method of making a pavement marker comprising the steps of:

forming an array of discrete pavement elements in a predefined pattern interconnected by a carrier web; and

forming a frangible connection between a plurality of the discrete pavement elements and the carrier web.

- 2. The method of claim 1 wherein the step of forming the pavement elements interconnected by a carrier web comprises the step of integrally forming the pavement elements and the carrier web.
- 3. The method of claim 1 wherein the step of forming the pavement elements interconnected by a carrier web comprises the step of bonding the pavement elements to the carrier web.
- 4. The method of claim 1 wherein the step of forming the pavement elements interconnected by a carrier web comprises the steps of bonding the carrier web to an upper surface of the array of pavement elements.
- 5. The method of claim 1 further comprising the steps of:

applying a pressure sensitive adhesive to a rear surface of the pavement elements; and applying a release liner over the adhesive.

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- 6. The method of claim 1 wherein the step of forming a frangible connection comprises the step of at least partially severing the carrier web around a perimeter of the pavement elements.
- 7. The method of claim 1 wherein the step of forming a frangible connection comprises the step of at least partially severing the carrier web around one or more groups of pavement elements.
- 8. The method of claim 1 wherein the carrier web is selected from a group consisting of paper, a liner, a screen, a mat, a film or nonwoven web of a water-soluble or water-dispersible polymeric material, and a biodegradable material.
- 9. The process of claim 1 wherein the pavement elements are selected from a group consisting of retroreflective lens and single bead durable pavement elements.
- 10. A method for applying the array of pavement elements of claim 1 to a pavement surface comprising the steps of:

interposing an adhesive between the pavement elements and the pavement surface; and

engaging the adhesive to the pavement surface under pressure.

11. The method of claim 10 further comprising the step of removing a portion of the carrier web between adjacent pavement elements to yield an array of discrete pavement elements adhered to a pavement surface.

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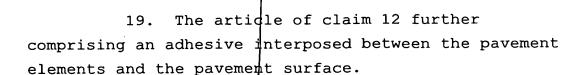
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12. A pavement marking article attachable to a pavement comprising:

an array of discrete pavement elements in a predefined pattern interconnected by a carrier web; and a frangible connection between a plurality of the pavement elements and the carrier web.

- 13. The article of claim 12 wherein the carrier web and the pavement elements are integrally formed.
- 14. The article of claim 12 wherein the pavement elements are bonded to the carrier web.
- 15. The article of claim 12 wherein the carrier web is bonded to upper surfaces of the pavement elements.
- 16. The atticle of claim 12 further comprising a pressure sensitive adhesive applied to a rear surface of the pavement elements, and a release liner extending over the adhesive.
- 17. The article of claim 12 wherein the frangible connection comprises slits around a perimeter of the pavement elements.
- 18. The article of claim 12 wherein the carrier web is selected from a group consisting of paper, a liner, a screen, a mat, a film or nonwoven web of a water-soluble or water-dispersible polymeric material, and a biodegradable material.



20. A pavement marker comprising:

discrete pavement elements having a pressure sensitive adhesive layer on a bottom surface, the bottom surfaces being arranged in an array on a release liner; and

a carrier web bonded to an upper portion of the pavement elements capable of maintaining the spatial orientation of the array of pavement elements when the release liner is removed.

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